

Town of New Paltz Historic Preservation Commission Meeting
Wednesday November 16th 2016 7:00PM - 9:00PM at the Community Center

Commissioners attending: John Orfitelli (Chair), Susan DeMark, and Dawn Elliot

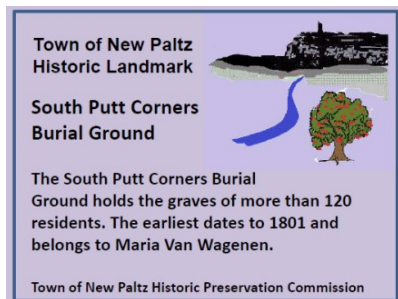
Agenda

1. Public Comment
2. Historic Landmark Signage: South Putt Corners Cemetery
3. Presentation to Town Board: Need for Incentives
4. Review/Approve October Minutes

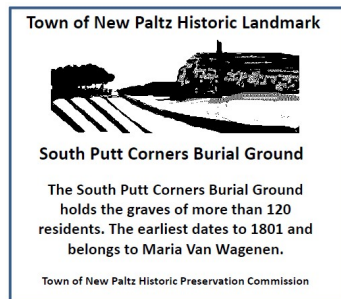
Minutes

Commissioners John Orfitelli and Susan DeMark arrived at 7:00pm and reviewed the historic marker materials and estimates from various vendors until Dawn Elliot arrived at 8:00pm thereby establishing a quorum. The meeting was then brought to order with a motion from John Orfitelli and seconded by Susan DeMark. Motion carried.

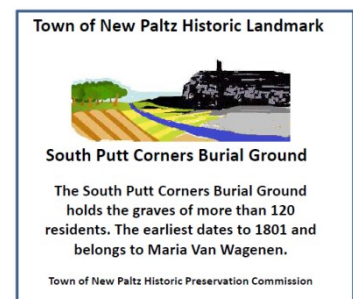
1. **Public Comment:** No public comments were received. Since Stacy Delarede was not able to attend, the topic of Public Hearing Guidelines will be discussed at a future meeting.
2. **Historic Landmark Signage at South Putt Corners Cemetery:** John Orfitelli created five sign concepts with graphics that captured basic elements of New Paltz and incorporated text provided Susan DeMark.



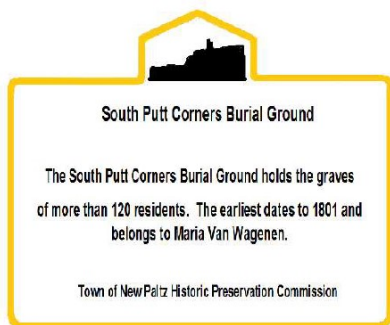
Concept 1



Concept 2



Concept 3



Concept 4



Concept 5

These rough concepts were used by Susan DeMark in discussions with three vendors to obtain prices. Susan DeMark presented the following price summary along with contact information for each vendor.

Roadside Historic Landmark Markers: Cost Estimates

Company	E-Mail and Phone Contact	Style or Example	Cost Estimate
Catskill Castings	catskillcastings@hotmail.com 800-214-9572	Concept 4 24"H x 36"W Double Sided	\$1,669
Catskill Castings	catskillcastings@hotmail.com 800-214-9572	Concept 5 24"H x 36"W Custom logo Double Sided	\$2,469
Sewah Studios	info@sewahstudios.com 888-557-3924	Georgia Style 24"H x 36"W Double Sided	\$ 1,850 (Plus \$125 one-time cost to make a custom logo/emblem)
Sewah Studios	info@sewahstudios.com 888-557-3924	Revised Ohio Style 20"H x 36"W Double Sided	\$ 1,630 (Plus \$125 one-time cost to make a custom logo/emblem)
CenTec Cast Metal Products	lisa@centecc.com 800-969-3740	Single-Sided Plaque (Marker)	\$1,771 (Plus possible artwork charge)
CenTec Cast Metal Products	lisa@centecc.com 800-969-3740	Double-Sided Plaque (Marker)	\$3,137 (Plus possible artwork charge)

Sewah Georgia Style



Sewah Revised Ohio Style



Sites and Contact Person

Catskill Castings
<http://www.catskillcastings.com>
 Contact: George Haynes, who did the estimate, or Nicole Schmitz, office manager

Sewah Studios
<http://sewahstudios.com/>
 Contact: Kristi Science, office manager

CenTec Cast Metal Products
<http://centecc.com/>
 Contact: Lisa Mitten, graphics

The following is a summary of the key points raised by the Commission and follow-up items:

- The graphic design will need to be a very simple outline with either no color or at most four colors and it must be recognizable as being associated with New Paltz.
 - While the first use of the marker will be for the South Putt Cemetery, the graphic design will be replicated with other site markers, as well as, other applications such as the HPC internet site and related marketing materials that highlight the New Paltz 'brand'.
 - Since the graphic design is critical, the Commission discussed several options for obtaining ideas from the vendors or designers in the area. Susan DeMark agreed to follow up with CenTec and Sewah to obtain their thoughts on a design and the cost for adding color. John Orfitelli agreed to contact Circle C and check with the Town to determine if a graphic designer had been used in the past. Dawn Elliot agreed to contact SUNY Ulster Graphic Design department to determine if students would be interested in participating with the HPC to develop a design. If they are interested, Dawn will check on their availability for attending our next meeting in December.
 - A 20"H by 36"W marker is consistent with those used by the State and displayed at HHS.
 - If the marker is placed perpendicular to the road, it will need to be double sided and therefore cost significantly more than if it were placed parallel and be single sided.
3. **Presentation to Town Board:** John Orfitelli reviewed the updated version of the Power Point Presentation which incorporated recommendations from our meeting in September. The Commission agreed to target the presentation for January timeframe. Susan DeMark and Dawn Elliott agreed to be prepared to briefly describe 2-3 of the stone houses (each) included in the presentation. John Orfitelli agreed to contact Joe Moriello to discuss the process for implementing a fund for historic preservation which derives revenue from a fee on the purchase of real estate. This process will be part of the 'Next Steps' for consideration by the Town Board in moving forward.
4. **Review/Approve Minutes from October 2016:** A motion to approve the meeting minutes from our meeting in October 2016 was made by Susan Demark and seconded by Dawn Elliott. Motion carried. John Orfitelli agreed to post the minutes on our site.

Motion to adjourn was made by Susan DeMark and seconded by John Orfitelli. Motion carried. Meeting adjourned at 9:18pm.

Next meeting is scheduled for Wednesday December 21st at 7:00pm at the Town Community Center.